

Message Text

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PAGE 01 STATE 168882

63

ORIGIN NEA-10

INFO OCT-01 ISO-00 /011 R

DRAFTED BY NEA/AFN:STESCUDERO:PAW

APPROVED BY NEA/AFN:WSWEISLOGEL

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R 081658Z JUL 76

FM SECSTATE WASHDC

TO AMCONSUL CASABLANCA

INFO AMEMBASSY RABAT

UNCLAS STATE 168882

E.O. 11652: N/A

TAGS: BTRA, MO, US

SUBJECT: VISIT OF GENESCO REPRESENTATIVE

1. GENESCO SPECIAL REPRESENTATIVE JOHN BOLES WILL BE IN CASABLANCA JULY 9-14 TO LOOK INTO POSSIBILITIES OF ESTABLISHMENT IN MOROCCO OF GENESCO GARMENT FACTORY WHICH WOULD EMPLOY 2000-5000 MOROCCANS. BOLES WILL ALSO INVESTIGATE POTENTIAL OF MOROCCAN FOOTWEAR PLANT, WITH VIEW TOWARD EXPORT TO US OF FOOTWEAR OR GARMENTS PRODUCED IN MOROCCO.

2. SECOND PURPOSE OF BOLES TRIP IS TO PAVE WAY FOR AUGUST VISIT TO MOROCCO OF GENESCO BOARD CHAIRMAN JARMAN.

3. INITIAL CONTACTS WITH MOROCCAN OFFICIALS HAVE ALREADY BEEN MADE. JARMAN AND OTHER GENESCO OFFICIALS DISCUSSED PROJECT WITH FINANCE MINISTER BEN SLIMANE. MOROCCO CONSUL-GENERAL IN NEW YORK JAIDI WILL MEET BOLES ON ARRIVAL IN CASABLANCA. BOLES WILL CONTACT AMCONSUL ON ARRIVAL AND IF ABLE TO COME TO RABAT, ALSO PLANS COME TO EMBASSY FOR BRIEFINGS AND ADVICE ON LOCATING IN MOROCCO.

4. BASED IN NASHVILLE, TENNESSEE, GENESCO IS 1.2 BILLION

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DOLLAR ANNUAL OPERATION. IT OWNS CHARLES JOURDAN AND

JARMAN SHOES AMONG OTHER FIRMS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE168882
Document Source: CORE
Document Unique ID: 00
Drafter: STESCUDERO:PAW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760264-0528
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760778/aaaacqox.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 08 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 APR 2004 by ThomasVJ>; APPROVED <11 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VISIT OF GENESCO REPRESENTATIVE
TAGS: BTRA, MO, US
To: CASABLANCA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006